

## **Building a Vision - Iowa's Health Insurance Exchange**

It is difficult to envision a health insurance exchange. This document is offered in the spirit of starting to build a vision. It is possible to create the information exchange. It is possible to start with an information exchange and then expand that information exchange to function as the place to purchase health insurance. It is possible to expand the exchange from serving just individuals to also serving small businesses and eventually all Iowa businesses.

The exchange will not be a simple application. It will take a team of people with a variety of skills and expertise to make it the best it can be. Central Iowa has the talent to create a high value solution. Many states will struggle with this task. For this reason, the actual programming should be outsourced to a private Iowa company that will create jobs and market this product to other states, thus creating many high value jobs in Iowa. A check of companies in this market space shows only two possible competitors, one in California and one in Michigan.

### **A Vision**

**Home Page:** a brief description of the process in numbered steps. Reinforce steps with numbered/ labeled tabs across the top (under the banner). Tabs across the top (below header): 1. Personal Information, 2. Health Insurance Information

#### **1. PERSONAL INFORMATION**

##### **A. Basic Personal Information:**

1. Gather info about individual/family, age(s), social security numbers, smoker status, etc., any info that would be used to determine appropriateness/ eligibility of/for a product and individualized pricing of a product.
2. Allow user to select common riders such as dental & vision. Allow user to select HSA/No HSA/ HSA & No HSA.
3. Search for and display any Free Choice Vouchers on record for the user &/or family members).
4. Allow user to securely save personal profile.
5. Allow user to enter hypothetical info (with no social security numbers) to check hypothetical pricing. Allow user to enter multiple sets of hypothetical data and save to a record with a unique name.
6. Allow user to modify a saved personal info record.

##### **B. Income Information:** Sub-tab added in 2014. Optional data section for user.

1. Collect income information to qualify for premium subsidies. Allow user to save income info in a personal record on the site. Include appropriate security (assigned or chosen id and chosen password).
2. Determine eligibility for Medicaid, if eligible send to Medicaid site/section or provide a document to print that will give directions on how to continue with qualification for Medicaid.
- 3.If not eligible for Medicaid, determine eligibility for federal subsidy? If eligible, determine subsidy amount and save in personal record.
- 4.Require user to attach income data to a saved personal info record.

5. Allow user to “confirm” income data against state or federal income info within application.  
Mark files “income certified” so they can be used to qualify for federal premium subsidy. If user changes any personal &/or income info in a saved record, uncertify and require the user to request “confirm” again to recertify eligibility for premium subsidies.
6. Allow user to modify save income info record.

## 2. HEALTH INSURANCE INFORMATION

There are 2 ways to enter this tab: 1) Click on the tab; subsequently a screen is displayed that gathers info and allows the user to indicate which personal info record should be used to find insurance options and to calc pricing, or 2) Allow user to select Health Insurance Information button within a saved/displayed personal info record &/or a saved/displayed income info record. Do not require income information or certification of the record to open the health insurance information tab.

1. Display available products based on personal information. Display products in order of column 2.
2. Display insurance information in columns
  - a. Column 1: Product name, issuer name, issuer mailing address, issuer phone number, issuer email address. 2012 to 2014: If issuer chooses, hyperlink issuer name to their web address of their choice (home page, application for product, agent search function, independent customer satisfaction results, etc.) 2014: Allow issuers to place their applications on the site and allow users to fill them out on the site. Add administration that triggers federal subsidies and redemption of Free Choice Vouchers.
  - b. Column 2: Annual Cost of Premiums
  - c. Column 3: Estimated Annual Cost: Premiums + Deductibles + Copays. Change this formula in 2014 to: Premiums – Subsidy – Free Choice Voucher(s) + Deductibles + Copays. HSA products will likely require a modified formula. Consider an “Explain” button so user can see how the estimated cost is calculated. A disclosure piece will have to added to explain that the information is estimated and that individual experience will vary.
  - d. Column 4: Coverage details – list categories with buttons. When user clicks a button, open a text screen containing details and a close button. Some suggested buttons:
    1. Details on deductibles and copays
    2. Details regarding prescription drug coverage
    3. Details regarding HSA. Allow user to select and unselect HSA. Modify premium columns and screen sort accordingly.
    4. Details regarding optional riders, i.e. dental and vision coverage. Allow user to select and unselect riders. Modify premiums and screen sort accordingly.
    5. Exclusions
    6. Guaranteed reissue rules
    7. MLR. Consider allowing a screen sort based on actual MLR (higher to lower). Note: This is an important quality/cost measure and should be a primary competitive element – think co-op insurance, Public Option or Medicare For All products.

Consider adding an Employer Section to the site in 2014 that will allow for the issuing of Free Choice Vouchers and later the purchasing of small group health insurance and even later large group health insurance. Allow employers to send electronic files to populate the tables.